



U.S. DEPARTMENT OF THE ARMY

MINORITY COLLEGE
RELATIONS



"A Pathway to Federal Opportunities"

DA/OSC Minority College Relations Program Workshop
29 July - 2 August 2002
Rock Island, IL



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"A Pathway to Federal Opportunities"

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Workshop Objectives

- Provide information and resources to administer successful Army-wide Minority College Relations Programs.
- Ensure understanding of the full scope of Army's MCRP requirements
- Establish internal and external MCRP networks and partnerships
- Share MCRP success stories
 - ✓ Showcase Operations Support Command's MCR Program
 - ✓ Observe a MCRP model practice organization in action

MCRP Terms/Phrases

- Outreach
- Partnerships/Collaborations/Relationships
- Institutional Development
- Infrastructure
- Mutually beneficial relationships
- Historically Black Colleges and Universities (HBCUs)
- Hispanic Serving Institutions (HSIs)
- Tribal Colleges and Universities (TCUs)
- Minority Institutions (MIs)
- Grants & Contracts

MCRP Terms/Phrases (cont'd)

- Business & Industry Clusters
- Cooperative Agreements
- Technical Assistance
- Resource Exchange
- Affinity Groups/Organizations
- Barriers
- Educational inequalities & disadvantages
- White House Initiatives
- Measurable Objectives

Program Objectives

- Implement Presidential Executive Orders
- Institutionalize Army's MCRP
- Enhance Capabilities/Infrastructure of Minority Institutions
- Hire Faculty and Students for Employment
- Exchange Resources

Program Elements

- Student & Faculty Employment Programs
- Contracts
- Research & Development
- Grants and Scholarships
- Workshops
- ROTC Programs
- Business and Industry Partnerships

Legal Bases

Presidential Executive Orders

EO 12876 - Historically Black Colleges and Universities; November 1, 1993.

EO 12900 - Educational Excellence for Hispanic Americans; February 22, 1994.

EO 12928 - Promoting Procurement with Small Businesses Owned and Controlled by Socially and Economically Disadvantaged Individuals, Historically Black Colleges and Universities, and Minority Institutions; September 29, 1994.

EO 13021 - Tribal Colleges and Universities; October 19, 1996.

EO 13096 - American Indian and Alaska Native Education; August 6, 1998.

EO 13125 - Increasing Participation of Asian Americans and Pacific Islanders in Federal Programs; June 7, 1999.

Policy

- A Minority College Relations Program will be established at each installation/activity.
- Will be developed at each installation/IRA
- Requires the establishment of a MCRP team.

Goals

- Help identified minority institutions build & enhance capabilities to support DA.
- Market Army's MCRP & educate responsible officials on administration requirements.
- Establish and maintain a liaison with identified minority colleges & universities that have mutual interests and capabilities to exchange.
- Establish reporting and accountability systems.
- Utilize available recruitment tools to increase minority participation. (ROTC, Student Employment Programs, Fellowships, WRP, etc.)

Responsibilities

EEO & Civil Rights Office

- » Policy Development
- » Issue Directives
- » Technical Guidance & Assistance

Responsibilities (cont'd)

Commanders

IAW DA (AR 690-12) POLICY:

- » Establish
- » Implement
- » Resource

Responsibilities cont'd)

- MCRP Team (EEO, SADBU, HR, Legal):
Works as a collaborative group toward the development, monitoring, and progress of MCRP goals.
- EEO MCRP Manager or Team Leader:
 - Appointed by the Commander
 - Works under the guidance & direction of the EEO Officer; works with other proponent MCRP managers
 - Executes the MCRP requirements IAW DA EEO guidance.
 - Keeps the Executive EEO Council Members and EEO Officer abreast of MCRP progress & accomplishments

MCRP Team

MCRP Team must include at a minimum:

- EEO
 - FT or CD: MCRP Manager or Leader
- Legal
- Civilian Personnel
- Small, Disadvantaged Business Utilization
- Procurement/Contracting
- Equal Opportunity Advisors

Institutionalize Army's MCR Program

Internal

- Provide Army-Wide policy & guidance on program requirements.
- Conduct Army-wide MCRP workshops.
- Evaluate progress (EEO/CR program evaluations).
- Publicize Army-wide “success stories”.
- Submit MCRP accomplishment reports.
- Incorporate creative & non-traditional outreach strategies.

Institutionalize Army's MCRP

External

- Formulate & sustain Army-wide partnerships & relationships.
- Provide a Formal Pipeline Between Schools & Army:
 - Visibility
 - Clusters & Partnerships
 - Faculty & Student Employment Programs
 - Surplus Equipment Program
 - Grants, Scholarships, Contracts
- Reserve Officer Training Corps (ROTC)

Enhance Capabilities

- R & D Grants
- Scholarships
- Contracts
- Employment Opportunities
 - Summer Faculty Fellows Program
 - Internships
 - Summer Employment Programs

Exchange Resources

- Surplus Equipment
- Professional Development (Army employees)
- Faculty & Students
- Information
- Army Employees

Ways + Means = E

- Identifying Minority Institutions
- Defining resources
- Determining needs
- Defining capabilities
- Understanding barriers

Ways + Means = E

- Documenting partnership requirements (MOUs, MOAs)
- Senior Leader support
- Utilizing available resources
- Replicating successful programs & initiatives

Current Initiatives

- SES & Executive Level Buy-in & Commitment
- Connect Minority Institutions with an Army Entity
- Increase Business & Industry Cluster Relationships
- Cultural Education on EEO Minority Groups
- Promote Workforce Recruitment Program (IWD)

Current Initiatives (cont'd)

- Kiosks and Data Collection Systems
- Employment Programs
- Increase participation
 - Grants & Programs
 - Contracts

Program Challenges

- Kiosks and Data Collection Systems
- Cultural Education on EEO Minority Groups
- Employment Programs
- Increase participation
 - Grants & Programs
 - Contracts

Visit the EEO/Civil Rights Office Web Page at:

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